



Vorsprung durch Technik Audi

Background

Audi is well known for its cutting-edge technology. But the German brand is perceived as cold and distant in the Middle East. We created an online platform and invited people in the region to challenge Audi cars.

Challenge

A fan challenged Audi to 'Light up a football pitch'.

Idea

With Audi technology, we unlocked the footballing potential of a village boy. We built and lit up a football pitch – with the help of 22 Audi Q7.

Execution

We reached out to a boy who lives in a remote mountainous village in Oman. He's passionate about football, but lacked the facilities to progress. By overcoming treacherous roads, 22 Audi Q7 gave the boy a beautiful football experience – as well as leaving him with a football pitch. An extraordinary moment every football fan will relate to.

Results

In six days, we reached over 17 millions people, achieved 7 millions views, generated 240,516 engagement and 49,427 impressions. Over 5,000 submissions were received.



Audi Challenges Arabia presents

The Number 10



[Audi is committed to progress, under any condition.]